

ORDER



KLAS

Orders
Order / Rev: 37664
Alt Order #: 08887248
Product Desc: ISSUE
Estimate: 1257
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Cross Roads Media
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/12/10
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	24	\$59,000.00	\$50,150.00
10/29/12	10/30/12	11	\$26,000.00	\$22,100.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$59,000.00	\$50,150.00	0.00
November 2012	11	\$26,000.00	\$22,100.00	0.00
Totals	35	\$85,000.00	\$72,250.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$85,000.00
Market	100%	\$283,333.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$70,833.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,166.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/24/12	8 News Now 11p M-F	CM	11-1135p	--W----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----			1			\$5,000.00		0.00			
E 2	8	10/26/12	10/26/12		CM	11-1135p	----F--	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00

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8 News Now 11p M-F 8 News Now 11p M-F 8 NEWS NOW AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$5,000.00 0.00														
E 3	8	10/29/12	10/29/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p M-----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
8 NEWS NOW AT 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$5,000.00 0.00														
E 4	8	10/27/12	10/27/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p (5:00 PM-5:30 PM)	CM	5-7p -----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 5PM-SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,500.00 0.00														
E 5	8	10/24/12	10/24/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p --W----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,000.00 0.00														
E 6	8	10/25/12	10/25/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p ---T---	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,000.00 0.00														
E 7	8	10/26/12	10/26/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p ----F--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,000.00 0.00														
E 8	8	10/29/12	10/29/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,000.00 0.00														
E 9	8	10/30/12	10/30/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p -T-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,000.00 0.00														
E 10	8	10/27/12	10/27/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p (6:30 PM-7:00 PM)	CM	5-7p -----S-	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 630PM-SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,500.00 0.00														
E 11	8	10/24/12	10/24/12	Live w/Kelly Live w/Kelly	CM	9-10a --W----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,000.00 0.00														
E 12	8	10/25/12	10/25/12	Live w/Kelly Live w/Kelly	CM	9-10a ---T---	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,000.00 0.00														
E 13	8	10/26/12	10/26/12	Live w/Kelly Live w/Kelly	CM	9-10a ----F--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,000.00 0.00														
E 14	8	10/29/12	10/29/12		CM	9-10a M-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00

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LIVE! WITH KELLY Live w/Kelly LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,000.00 0.00														
E 15	8	10/30/12	10/30/12	Live w/Kelly Live w/Kelly	CM	9-10a -T-----	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,000.00 0.00														
E 16	8	10/24/12	10/24/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p --W----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$2,500.00 0.00														
E 17	8	10/25/12	10/25/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p ---T---	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$2,500.00 0.00														
E 18	8	10/26/12	10/26/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p ----F--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$2,500.00 0.00														
E 19	8	10/29/12	10/29/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p M-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$2,500.00 0.00														
E 20	8	10/30/12	10/30/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p -T-----	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 NEWS NOW AT 4PM & 430PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,500.00 0.00														
E 21	8	10/28/12	10/28/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p -----S	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$2,000.00 0.00														
E 22	8	10/24/12	10/24/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --W----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$3,000.00 0.00														
E 23	8	10/25/12	10/25/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p ---T---	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$3,000.00 0.00														
E 24	8	10/26/12	10/26/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p ----F--	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$3,000.00 0.00														
E 25	8	10/29/12	10/29/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW ROTATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$3,000.00 0.00														
E 26	8	10/30/12	10/30/12		CM	5-630p -T-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00

